

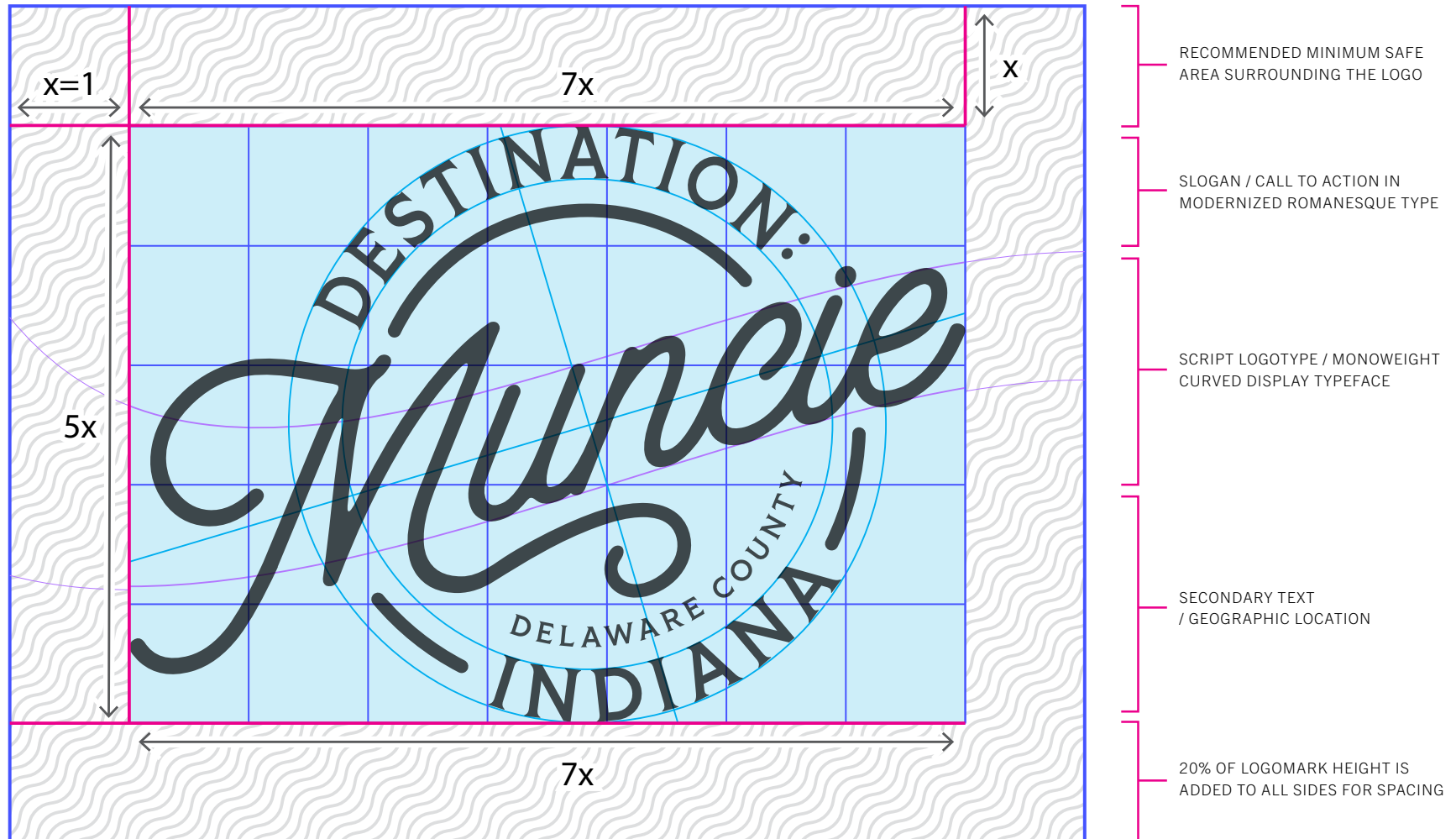


BRAND STYLE GUIDE

30 JANUARY 2024 V.3

LOGOMARK COMPONENTS & PROPORTIONS

DIMENSION RATIO = 5:7



PRIMARY BRAND TYPEFACES

MRS EAVES

TRADITIONAL GEOMETRIC SERIF TYPE FAMILY; SUGGESTED USE FOR DISPLAY HEADLINES AND TITLING
DESIGNER: ZUZANA LICKO // FOUNDRY: EMIGRE

ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

The quick, brown fox jumped over the lazy dog.

ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

The quick, brown fox jumped over the lazy dog.

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

The quick, brown fox jumped over the lazy dog.

ROMAN SMALL CAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

THE QUICK, BROWN FOX JUMPED OVER THE LAZY DOG.

ROMAN PETITE CAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

THE QUICK, BROWN FOX JUMPED OVER THE LAZY DOG.

NARROW HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

The quick, brown fox jumped over the lazy dog.

NARROW HEAVY ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

The quick, brown fox jumped over the lazy dog.

PRIMARY BRAND TYPEFACES

AVENIR

MODERN GEOMETRIC SANS-SERIF TYPE FAMILY; SUGGESTED USE FOR BODY COPY
DESIGNER: ADRIAN FRUTIGER // FOUNDRY: LINOTYPE

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick, brown fox jumped over the lazy dog.

SUPPORTING BRAND TYPEFACES

MATSURY

ELEGANT HANDWRITTEN SIGNATURE SCRIPT; SUGGESTED USE FOR LARGE LETTERING AND PROMINENT CALLS TO ACTION
DESIGNER: SIBRAS SYAH DAN BRAS TO & AMIR SUBQI SETIAJI // FOUNDRY: SUSITYPE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
The quick brown fox jumped over the lazy dog

Destination:

AALEYAH

CURVED MONOLINE DISPLAY TYPEFACE; USED AS BASIS FOR CUSTOMIZED LOGOTYPE SCRIPT - NOT INTENDED FOR COLLATERAL MARKETING MATERIALS
DESIGNER: LINGGAR SUNDORO // FOUNDRY: ALUYEAH STUDIO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
The quick, brown fox jumped over the lazy dog.

Muncie

TILLER

TRADITIONAL ROMANESQUE DISPLAY TYPEFACE; USED AS SECONDARY TEXT WITHIN CIRCULAR LOGOMARK - NOT INTENDED FOR COLLATERAL MARKETING MATERIALS
DESIGNER: BRIAN BRUBAKER // FOUNDRY: FORT FOUNDRY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
The quick, brown fox jumped over the lazy dog.

INDIANA

EXAMPLE OF TYPOGRAPHIC HIERARCHY



HEADLINE TITLING

Secondary subhead text

Body copy in Avenir. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Call to Action

← TILLER

← AALEYAH

← TILLER

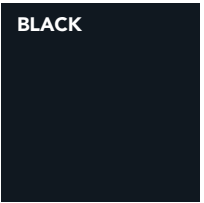





← MRS EAVES PETITE CAPS

← MRS EAVES ITALIC

← AVENIR

← MATSURY

PRIMARY BRAND COLOR PALETTE

 <p>BLACK</p> <p>PANTONE BLACK 6 C</p>	 <p>DEEP NAVY</p> <p>PANTONE 7546 C</p>	 <p>CHERRY RED</p> <p>PANTONE 7628 C</p>	 <p>RUST</p> <p>PANTONE 4013 C</p>	 <p>ECRU</p> <p>PANTONE 7527 C</p>	 <p>SAND</p> <p>PANTONE BLACK 6 C</p>
<p>RGB 16 24 32 CMYK 83 71 59 75 HEX# 101820</p>	<p>RGB 37 55 70 CMYK 88 69 50 45 HEX# 253746</p>	<p>RGB 145 46 40 CMYK 25 97 98 21 HEX# 912E28</p>	<p>RGB 204 108 39 CMYK 11 71 100 2 HEX# CC6C27</p>	<p>RGB 214 210 196 CMYK 15 13 22 0 HEX# D6D2C4</p>	<p>RGB 164 127 84 CMYK 30 49 78 9 HEX# A47F54</p>

SUPPORTING BRAND COLORS

 <p>OLIVE</p>	 <p>ECRU</p>	 <p>RUST</p>	 <p>SKY</p>	 <p>SAND</p>	 <p>ROBINEGG</p>
<p>RGB 120 127 79 CMYK 54 35 84 14 HEX# 787F4F</p>	<p>RGB 214 210 196 CMYK 15 13 22 0 HEX# D6D2C4</p>	<p>RGB 204 108 39 CMYK 11 71 100 2 HEX# CC6C27</p>	<p>RGB 184 201 225 CMYK 28 14 2 0 HEX# B8C9E1</p>	<p>RGB 164 127 84 CMYK 30 49 78 9 HEX# A47F54</p>	<p>RGB 143 210 219 CMYK 47 0 15 0 HEX# 8FD2DB</p>
 <p>BEIGE</p>	 <p>OXBLOOD</p>	 <p>NEW BLUE</p>	 <p>EARTH</p>	 <p>CHARCOAL</p>	 <p>PEACH</p>
<p>RGB 217 198 134 CMYK 15 17 61 0 HEX# D9C686</p>	<p>RGB 74 0 0 CMYK 42 91 80 65 HEX# 4A0000</p>	<p>RGB 118 189 222 CMYK 57 6 5 0 HEX# 76BDDE</p>	<p>RGB 61 50 21 CMYK 56 61 91 62 HEX# 3D3215</p>	<p>RGB 37 55 70 CMYK 88 69 50 45 HEX# 253746</p>	<p>RGB 237 173 102 CMYK 1 38 74 0 HEX# EDAD66</p>

CORRECT LOGO USAGE



RECOMMENDED MINIMUM SIZE IS 1 INCH



LOGOMARK IN BRAND COLOR ON LIGHT BACKGROUND FOR GOOD LEGIBILITY & CONTRAST



LOGOMARK INVERSED ON SOLID BACKGROUND IS ALLOWED IF LEGIBLE



LOGOTYPE USAGE IS ACCEPTABLE IN SPECIAL CASES (e.g. SMALL SCALE, OR AS DESIGN ELEMENT)

INCORRECT LOGO USAGE



DO NOT CHANGE PROPORTIONS



DO NOT STRETCH OR DISTORT



DO NOT CHANGE FONTS OR COLORS



DO NOT ATTACH ADDITIONAL ELEMENTS

BRANDING THEMELINE

You've got to see this!

THEMELINE
ALWAYS PLACE TAGLINE
ON A TILT UPWARD,
15 DEGREE ANGLE

FONT: MATSURY REGULAR



LOGOMARK + THEMELINE
IN BRAND COLOR ON LIGHT
BACKGROUND FOR GOOD
LEGIBILITY & CONTRAST

THEMELINE SHOULD INHERIT
THE MAIN LOGO COLOR



LOGOMARK + THEMELINE INVERSED
ON SOLID BACKGROUND IS ALLOWED
IF LEGIBLE

TYPEFACE SOURCES AND FONT LICENSING

MRS EAVES

www.emigre.com/Fonts/Mrs-Eaves

AVENIR

www.linotype.com/72/avenir-family.html

MATSURY

www.creativemarket.com/subsib/2526767-Matsury

AALEYAH

www.myfonts.com/collections/aaleyah-font-aluyeah-studio

TILLER

www.fortfoundry.com/fonts/tiller

